LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD #220-81 - REQ # M-91641 "Beats the System II" Page 4/C (9 3/4x11¼ inches)Supplements, 1986
Printed in U.S.A.

New Players Lights 25's because...

'25 for the price of 20 beats the system.'

Kings & 100's

Count 'em.
25
of the finest
for the price of 20.

Kings: 10 mg "tar," 0.8 mg nicotine—
100's: 12 mg "tar," 0.9 mg nicotine
av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Mfr's. suggested pricing based on full-price brands

D. Speigel/J. Gregg

Source: https://www.industrydocuments.ucsf.edu/docs/mlkn0003
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